VOL. 2 EDMONTON, NOVEMBER 15, 1949 No. 6

Tourist Association Convention Will Be Held In Alberta In 1950

Albertans will be hosts to approximately 200 delegates and members of the Canadian Tourist Association attending the organization's convention in Alberta next September.

The Canadian Tourist Association, formerly the Canadian Association of Travel and Publicity Bureaus, is the senior tourist organization in Canada. Included in its membership are representatives of nine provinces. The Dominion's newest province, Newfoundland, joined the group this year.

Alberta now has less than half a dozen members in the association. The convention committee will start a province-wide membership drive immediately. Membership is comprised of all persons concerned with the tourist industry. Transportation companies, hotel and resort operators, various types of tourist caterers, government and municipal bodies will be solicited during the drive.

The meeting next fall will present a unique feature; in a sense, it will be a travelling convention. Business meetings will be held in Calgary Sept. 13 and 14. Delegates and members leave by bus for Banff the morning of the 15th where they will hold another business session that afternoon. The next morning the convention travels to Jasper through the Columbia Ice Fields. A brief stop is planned at Lake Louise. During the afternoon of Sept. 17, convention members will leave by train for their respective homes.

This will give delegates the opportunity of viewing for themselves many of Alberta's finest tourist attractions. The association deals with all phases of the tourist trade including, publicity, accommodation, eating facilities, development of historical and new tourist sites.

John Fisher, well known radio commentator, has been invited to attend the convention. It is hoped also that a nationally-known radio reporter from the United States will attend.

Alberta was chosen as the location for the 1950 convention at the recent meeting in Halifax. The association's convention has only been held in the west on one previous occasion.

It is felt that the selection of Alberta as the 1950 convention locale of this national organization will prove of real benefit to this province's growing tourist industry. All those associated with the organization are experts in their particular tourist field. It means that these officials, coming from one end of the country to the other, will become active boosters for Alberta and will return to their own tourist agencies, resorts and businesses with a detailed personal knowledge of just what this province has to offer the vacationer.

New Government Office Building To Consolidate Various Services

The new Alberta government administration building at Edmonton will have eight floors above the ground, a basement and a sub-basement below ground level.

Construction of the building is necessary to house expanding government offices now located at scattered places throughout Edmonton. It is planned to have the building ready for occupancy in the fall of 1951.

Work has commenced by the Poole Construction Company, Limited, on the basement and sub-basement. A contract also has been let to the Dominion Bridge Company, Winnipeg, for the supply and erection of steel during the coming winter. As soon as possible, tenders will be called for work on the balance of the building.

Facing south on 98 Avenue, the building will be at right angles to the present Administration Building on 109 Street .The two buildings will be connected by a covered corridor. The eight stories of the new building will rise 110 feet above street level and the structure will be 220 feet long and 60 feet wide.

The main entrance will include aluminum and plate glass doors entering into a vestibule two storeys high, with a gallery at the farther end. The floor of the vestibule will be made of marble and granite slabs, decorated in its centre by a symbolic mariner's compass in marble and mosiac. Overhead will be a large electric light fixture flush with the ceiling. Light fixtures throughout the building will be of the fluorescent type, inset into the acoustic tile ceilings.

A feature of the building will be the portable steel partitions. With the exception of corridors there will be no permanent partitions. Portable steel partitions, which can be spaced on a module of four feet eight inches, will be available for erection or removal in accordance with any office requirements.

Each of the eight floors above the ground will have 10,000 square feet of office space. Then there will be the basement and sub-basement space. In the sub-basement will be found the machinery room, air conditioning plant and storage space for records supplementing four fire proof vaults on each floor.

The provision of needed additional office space by various government departments is expected to improve services at present cramped in buildings located at various points in the city. The consolidation and centralization of services to be permitted by the new building has been regarded as an essential step for several years.

In This Issue

- Rural Electrification in Alberta.
- Master Farm Families.
- Canadian Tourist Association Convention.
- New Administration Building.

Master Farm Family Winners

Five Alberta farm families were honored when the first annual Master Farm Family awards were announced recently. The winning families were those of:

Joseph G. Dusseault, of Vimy.
Wilfred J. Edgar, of Innisfail.
Lalovee R. Jensen, of Magrath.
Jacob F. Melenka, of Warwick.
Joseph L. Paquette, of Donnelly.

Each of the five winning families received $1,000, an engraved plaque and a name plate for the farm entrance.

Basic requirements of candidates are Canadian Citizenship, actual operation of a farm either as an owner or lessee for 10 consecutive years (including military service), nomination by at least three neighbors and personal acceptance of the nomination. (See Pictures on Page four.)

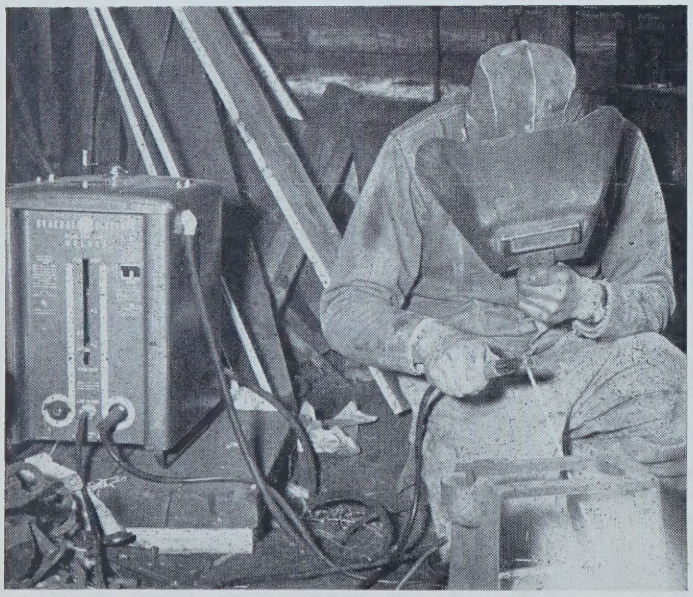
"Within Our Borders" is a publication designed to acquaint the people of the Province with the administration and services of the Alberta Government.

It is believed the many and varied services of the Government will be effective in the degree they are known and used. Any material used is for immediate republication.

Correspondence concerning the publication should be addressed to the Deputy Minister, Department of Economic Affairs, Legislative Buildings, Edmonton.

The Horseshoe Dam of the Calgary Power Limited situated on the Bow River helps supply electricity to many farms in Alberta.

A Canadian Utilities Limited lineman connecting a transformer at a farm near Vegreville.



Farmers now repair broken machinery "on the spot" reducing the time lost by breakages. Shown above is a farmer using an electric welder.

Rural Electrification Serves 8,000 Farms In Alberta

Expenditures Have Reached $6,000,000; With Larger Programs Projected

Approximately 8,000 Alberta farms will be electrified by the end of this year and the companies conducting this work plan to have 30,000 farms powered by 1955.

The number of farmers now enjoying rural electrification is almost double what it was a year ago. The winter season will bring a slowdown to the power line construction but the private power companies are preparing for further large-scale programs next year. Next year's plan provides for electrification of between 4,000 and 5,000 farms. The major portion of installations is being done by Canadian Utilities Limited and Calgary Power Limited. Northland Utilities Limited and other organizations also have participated in the program.

More than $6,000,000 has been spent to date on farm electrification in Alberta. About 75,000 poles have been used to string 5,000 miles of power lines to serve a farm population of 30,000 persons on 6,000,000 acres of land.

Assist Extension

Rural electrification advance is aided by the Alberta Government through arrangements for rural electrification co-operative associations to borrow money at a low interest rate.

Money is borrowed at 3½ per cent interest without requiring any particular farmer to present his personal property as collateral. This allows the smaller farmer, without available cash, to take advantage of the borrowing power of the entire community. There are now 75 of these chartered associations in the Province with a membership of approximately 5,700.

Farmers themselves are the real ardent workers behind all rural electrification community programs. Usually the first step in the varied and comprehensive scheme is a meeting of a small group of farmers. Then the most enthusiastic farmers begin to canvass the area for members. These organizers often travel hundreds of miles and donate hours of work selling the program in the district.

When it has been determined how many farmers in the district desire to install the power system, this information along with a map of the area, is sent to the power company concerned. The power company then has its engineering staff study the problem and prepare a proposed route for the power line and submit an estimate of costs. This information is studied by the group of farmers who then decide on ways and means of raising the necessary funds to finance the project.

Surveys Conducted

Following complete financing arrangements, the power company has a surveyor and his crew stake and mark the pole locations in the district. This is necessary in order to place the poles in the proper relation to the road allowance and private property. It also is essential that proper clearance is maintained above ground, over highways and telephone lines. The line should be straight and properly graded to maintain strength and good appearance.

After the survey crew has located the position of all poles on main and branch lines, crews go in to do the actual construction work. The brush is cleared from the right-of-way, holes dug, poles distributed, and hardware and insulators attached. Then comes the line-stringing crew who put in the anchors, string out the wire and carry it up the pole. Next they properly sag and attach it, allowing for the expansion and contraction during climatic extremes.

Much Equipment Featured

Transformers have to be installed along with meters, substations built and many other details completed before the "juice" flows through the line. In the meantime the farmer will have been busy preparing his home and other buildings for the installation of electricity. He must wire his own buildings. The farmer will have been shopping for new equipment such as an electric water pump, milking machine, electric welder, portable motor, shearing clippers, milk cooler, or electric grinders. The farm wife also will be shopping for utensils which will make her household duties lighter. Many farm homes today enjoy the advantages of refrigeration, good light, electric washing machines, irons, electric ranges, radios and other electricity-powered gadgets.

When the residents of a district decide to electrify their farms they must correspond immediately with the Co-operative and Credit Union Supervisor, Department of Industries and Labor or the power company serving their area. Then the group will be advised of the next steps to take to organize their community.

Formation of Associations

Following is an outline concerning formation of Rural Electrification Associations:

Any group of 10 persons may set up a co-operative by signing a memorandum of association and supplemental by-law accompanied by a fee of $5.

Each member of the association must agree to pay into the funds of the association the average amount of money, when totalled, will pay for the required distribution system.

Members who make cash payments have no further liability on behalf of the association. Those who do not pay cash in full payment are liable for the unpaid portion of their share. The unpaid amount may be collected from such members by whatever means the bank or Provincial Treasurer may see fit to adopt.

Under the Co-operative Marketing Association Guarantee Act, the Provincial Treasurer may guarantee the borrowing of an electrification association.

The amount of money borrowed is the amount that has not been contributed in cash by the members.

Interest Rate Moderate

The policy followed is that the rural electrification association is encouraged to raise 50 per cent or more of the total estimated cost of the project before such association can borrow the balance required.

The rate of interest on the type of loans required and guaranteed by the Provincial Treasurer is at present 3½ per cent per annum.

Co-operatives generally come under the jurisdiction of the Provincial Government Supervisor of Co-operatives. In the interests of public safety electrical co-operatives also are scrutinized by the Provincial Board of Public Utilities and the Alberta Power Commission.

The service company first satisfies itself that the areas selected have natural boundaries that conform to economic construction and complete coverage of the farms.

Care is taken to see that service has been offered to everyone in the area and no attempt made to lighten the cost by selecting just those farmers closely grouped and neglecting those not so favorably situated.

Farmers are encouraged to contribute as much of the labor as possible and they are paid for their work.

The service company undertakes to build the farm lines at a cost which is subject to audit either by the Government or by the Co-operative.

Large Area Covered

The private companies have provided rural electrification to areas near the U.S. border in the south and to the Peace River country in the North.

The Calgary Power Limited has power dams located at Ghost River, Cascade, Horseshoe, Kananaskis, and Barrier. Canadian Utilities Ltd. has steam power plants at Vermilion, Drumheller and Grande Prairie.

A start was made in 1930 to extend rural electrification facilities. During the next 10-year period there was little demand for such extensions and capital was not available to conduct the construction work. During the war years the farmers' financial status improved but the necessary labor and materials were not available.

In recent years the two larger power companies operating in the province established a number of test areas and the results have contributed to considerable progress. This progress was restricted to a great extent by a shortage of material and skilled labor.

Farmers using rural electrification agree it has improved production, lowered operation costs and has reduced fire hazards. One farmer stated rural electrification is the greatest advance in farming in recent years. He compared it to the coming of the railroad during the days of the pioneers.

The progress and development of rural electrification programs is dependent on Alberta's power supply. Despite the fact that southern Alberta faces a possible hydro power shortage this winter, rural electrification projects will not be affected. It also will be possible to carry out next year's program without fear of power shortages.

If power rationing is required in the province it will hit the larger industrial users and not the domestic or commercial users.

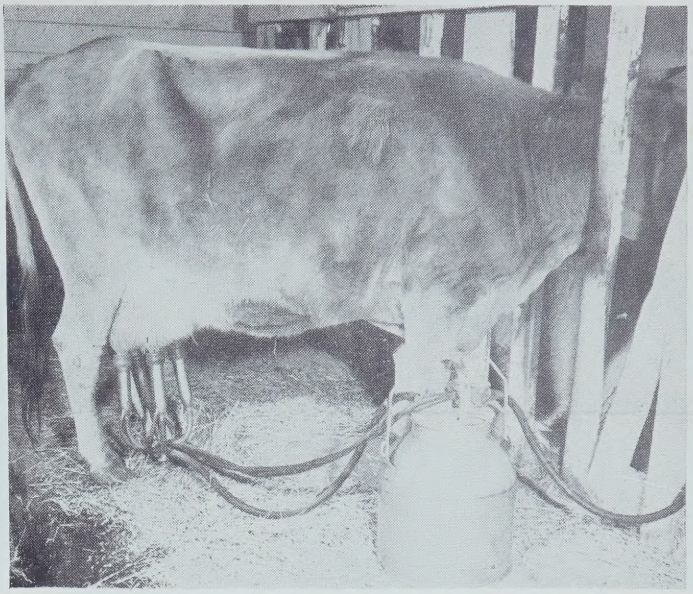
Peak Demand

This winter Alberta will experience its greatest demand for electrical power. At the same time the run-off of water from the mountains was lower during summer months than at any other time within the last 40 years. The rivers supplying the reservoirs which feed the hydro-electric plants were down more than 50 per cent of their normal.

Northern Alberta and the Drumheller area appear to have a sufficient power supply through the use of several large steam power plants. The expected situation in the south will be eased by power supplied from the large city owned plant at Edmonton. Interconnections with Canadian Utilities Limited, Northland Utilities Limited and other steam operated plants will help also.

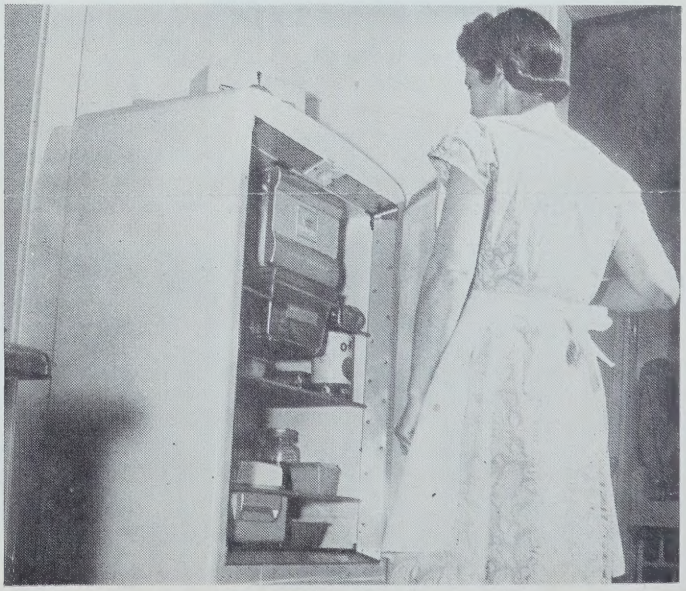
Next October the possibilities of any power shortage will be removed for at least two years when the new hydro development at Spray Lakes will be operating adding 47,500 kilowatts to generating capacity. When completed the Spray Lakes project will place the potential capacity about two years ahead of the demand.

The Spray Lakes project features five dams and three power houses.



Electric milking machines save many hours of labor and reduce production costs on dairy farms.

Gone are the days of those heavy "flat irons" for many farm wives. Ironing large weekly washes is made easier by modern electric irons.



Preparation of meals is aided by installation of refrigeration. Large amounts of meats and vegetables can now be stored until desired.

Alberta Government Photographs—Ross.

A WITHIN OUR BORDERS PICTURE PAGE

Joseph Paquette, of Donnelly

The Jensen family of Magrath from left to right: Lasca, Sylvia, Mrs. Jensen, Lalovee Jensen, Joan and Christian.

Wilfred J. Edgar of Innisfail.

Jacob F. Melenka of Warwick.

Farm Family Program Honors Progress

Purpose of the Master Farm Family program is to discover and honor those who achieved notable progress in farming, homemaking and citizenship.

In addition to honoring the farm families objectives of the program are to provide a practical demonstration of farm and family progress. To reveal also approved farm practices which bring success, and to highlight advantages of farming as a vocation. Another aim of the program is to emphasize the dignity of rural life and the high ideals of agriculture with the opportunities in rural citizenship.

The first judging was done in an area supervised by a district agriculturalist. A committee selected not more than three candidates for the regional elimination. Next in five zones corresponding roughly to the five soil zones of Alberta, a committee visited the farms of the various candidates. Following the visits the committee recommended not more than three families for the provincial awards. Finally the provincial committee selected one winner from each of the five regions.

The provincial committee consisted of representatives of the Department of Agriculture, the University of Alberta, the Alberta Federation of Agriculture, a farm women's organization and a home economist..

Joseph Dusseault, Vimy.

"Clear thinking . . . right living . . . and good farming", is the slogan used by the Department of Agriculture for the Master Farm Family program.

Two Melenka boys Eugene, left, and William admire trophy captured by a calf exhibited by Eugene.

Each of the Five Master Farm Families received one of these plaques.

Germaine Dusseault and mother wash dishes.

Alberta Government Photographs

Digitized by the Internet Archive
in 2025 with funding from
Legislative Assembly of Alberta - Alberta Legislature Library